

BLAKELY SOKOLOFF TAYLOR & ZAFMAN LLPA LIMITED LIABILITY PARTNERSHIP
INCLUDING LAW CORPORATIONS

TELEPHONE (408) 720-8300

FACSIMILE (408) 720-8383

BSTZ MAIL@BSTZ.COM
WWW.BSTZ.COM

INTELLECTUAL PROPERTY LAW

1279 OAKMEAD PARKWAY
SUNNYVALE, CA 94085-4040OTHER OFFICES
LOS ANGELES, CA
ORANGE COUNTY / COSTA MESA, CA
PORTLAND / LAKE OSWEGO, OR
SEATTLE / KIRKLAND, WA
DENVER / ENGLEWOOD, CO**RECEIVED**
CENTRAL FAX CENTER

NOV 08 2005

FACSIMILE TRANSMITTAL SHEET

Deliver To: SMITH, Jeffrey A.

Firm Name: U.S. PATENT TRADEMARK OFFICE

Fax Number: 571-273-8300 **Telephone No.:** 571-272-6763

From: Sheryl Sue Holloway **Reg. No.:** 37850

Date: November 8, 2005 **Time:** 12:45 p.m. (PST)

BSTZ Matter No. 5186P002 - (Obion # - 271036US) **Number of pages including cover sheet:** 3

In Re Patent Application of: Keith L. SHAFTEL, et al.

Application No.: 09/919,420

Filed: July 31, 2001

Title: ELECTRONIC COMMERCE PRODUCT PRICING AND SELECTION SYSTEM AND METHOD

Enclosed are the following documents:

1 Utility Application (_ pgs)	1 Month Petition re Ext. of Time)	1 Resp. to Notice of Missing Parts (_ pgs)
1.53 (b) Cont. Application (_ pgs)	1 IDS & PTO 1449 (_ pgs)	1 Transmittal Letter (_ pgs) (in duplicate)
1.53 (b) Divisional Application (_ pgs)	1 Issue Fee Transmittal (_ pgs)	1 Fee Transmittal (_ pgs) (in duplicate)
1.53 (b) CIP Application (_ pgs)	1 Notice of Appeal (_ pgs)	1 Deposit Account Authorization
1.53 (d) RCA Transmittal (_ pgs)	1 Petition re _____ (_ pgs)	X - <u>Other</u> : Authorization to Act in a Representative Capacity - 1 page
1 PCT Application (_ pgs)	1 Power of Attorney (_ pgs)	X - <u>Other</u> : Change of Correspondence Address - 1 page
1 Provisional Application (_ pgs)	1 Declaration by Inventor(s) (_ pgs)	1 Other:
1 Assignment & Cover Sheet (_ pgs)	1 Supplemental Declaration (_ pgs)	1 Other:
X Certificate of Transmission by Fax	1 Preliminary Amendment (_ pgs)	1 Other:

CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office on:

Date of Transmission: November 8, 2005Leslie D. Rogan

(Typed or printed name of person transmitting paper)

(Signature of person transmitting paper)

CONFIDENTIALITY NOTE

The documents accompanying this facsimile transmission contain information from the law firm of Blakely Sokoloff Taylor & Zafman LLP that is confidential or privileged. The information is intended to be for the use of the individual or entity named on this transmission sheet. If you are not the intended recipient, be aware that any disclosure, copying, distribution, or use of the contents of this faxed information is prohibited. If you have received this facsimile in error, please notify us by telephone immediately so that we can arrange for the retrieval of the original documents at no cost to you. IF YOU EXPERIENCE ANY DIFFICULTY IN RECEIVING THE ABOVE PAGES, PLEASE CALL (408) 720-8300 AND ASK FOR THE OPERATOR NAMED ABOVE.

RECEIVED
CENTRAL FAX CENTER

NOV 08 2005

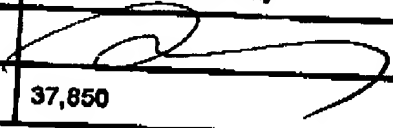
AUTHORIZATION TO ACT IN A REPRESENTATIVE CAPACITYIn re Application of:
Keith L. SHAFTEL, et al.Application No.
09/919,420Filed:
July 31, 2001Title:
ELECTRONIC COMMERCE PRODUCT PRICING AND SELECTION SYSTEM AND METHODAttorney Docket No.
271036US8Art Unit:
3825

The practitioners named below are authorized to conduct interviews and have the authority to bind the principal concerned. Furthermore, the practitioners are authorized to file correspondence in the above-identified application pursuant to 37 CFR 1.34:

Name	Registration Number
Gregory J. Maier	25,589
Bradley D. Lytle	40,073
Stefan U. Koschmieder	60,238

This is not a Power of Attorney to the above-named practitioners. Accordingly, the practitioners named above do not have authority to sign a request to change the correspondence address, a request for an express abandonment, a disclaimer, a power of attorney, or other document requiring the signature of the applicant, assignee of the entire interest or an attorney of record. If appropriate, a separate Power of Attorney to the above-named practitioners should be executed and filed in the United States Patent and Trademark Office.

SIGNATURE of Practitioner of Record

Name	Sheryl Sue Holloway		
Signature			
Registration Number	37,850	Date	NOV. 7, 2005
		Telephone	(408) 720-8300